

10-26-04

I have been in radio for 22-years. I began as a disc jockey, news man, and sports announcer. After 5-years of this I added sales to my resume, and today I am an owner. I have owned or been part owner in radio stations for 15 years, and I have always been a proponent of localization in Radio. I believe that is all we have to stand apart from competition, and it is the main reason people listen! Because of that we have always and continue to program our radio stations with the main emphasis on localism. Here are some examples of what we do....

1. During political years we interview all of the local, and state candidates prior to the primary and general elections, to allow listeners the opportunity to make up their minds on which candidates will best serve them. On election night we broadcast live from area courthouses. We give up to the minute voting totals, which sometimes takes us into the wee hours of the morning. We also interview the winners when they are announced.

We have a half hour program called "What's Happening." Each day Monday thru Friday we invite people to come and share their events, and other things with our listeners. These live programs are discussions on a number of topics from library fund drives, what's going on at our museum, school events, local groups and organizations sharing things, chamber events and more.

we also run hundreds of p.s.a.s from 4-her's, ffa kids, drinking and driving messages, stop smoking, radon detection, fire prevention and more.

Our radio stations have received a number of awards from various groups for the free publicity we have given. Recently we received a plaque from the social security administration for the psa work we do to inform people of the social security and other benefits that are offered and updated.

When the local blood drive occurs in our county each month we do free on air messages encouraging listeners to give blood. We tell listeners about flu shots available etc.

During severe weather we are on the air no matter what time of day or night. We use radar to track severe weather and tell listeners what they should be doing. Our river has flooded, when it does, or is about to we alert listeners, we bring on our local Emergency management people to help tell listeners about the dangers etc.

Our news department covers every City council, and School board meeting.

We also use our website to tell people of events going on in the area every day. see it @ www.kcheradio.com

These are just some of the many things we do to keep our localism. Localism is radios lifeblood, it is the only thing in my opinion that keeps thousands of people listening to our stations every day. If we did not do the things I described above, then we are just another "song on the air". Anyone can do that, but not everyone can tell a listener that a tornado is 10-miles away so take cover, or that social security benefits will be increased by \$20.00 a month starting next year. This is vital information that our stations and I know other stations are happy to provide our listeners each and every day.

Let us continue to be the owners of what we put on the airwaves as far as localism is concerned. I contend that those stations who don't believe in localism will not be around very long, so let them fail on their own too!

Sincerely

Jeff Fuller owner KCHE AM/FM Cherokee Iowa